

**WHAT IS CLAIMED IS:**

1. A backlight unit comprising:  
an optical diffusion plate;  
at least one lamp disposed at a rear side of said optical  
diffusion plate; and

5 an optical member for reflecting a light component of light  
emitted by said lamp substantially parallel to said optical diffusion  
plate, toward said optical diffusion plate.

2. The backlight unit according to claim 1, wherein said at  
least one lamp includes a plurality of elongate lamps extending  
parallel to one another, and said optical member is an optical rod  
member extending parallel to said elongate lamps and interposed  
5 between adjacent two of said elongate lamps.

3. The backlight unit according to claim 2, wherein said optical  
rod member is made of a conductive material.

4. The backlight unit according to claim 2, wherein said optical  
rod member includes an extension extending from said rod  
member to abut said optical diffusion plate.

5. The backlight unit according to claim 2, wherein said optical  
rod member has a scatter-reflection surface for scatter-reflecting

the light.

6. The backlight unit according to claim 2, wherein said optical rod member has a mirror surface for reflecting the light.

7. The backlight unit according to claim 2, wherein said optical rod member includes a transparent body and a scatter-reflection material dispersed in said transparent body.

8. The backlight unit according to claim 2, wherein said optical rod member is disposed at a substantially intermediate position between said adjacent two of said elongate lamps.

9. The backlight unit according to claim 2, wherein two of said optical rod member are disposed in respective vicinities of said adjacent two of said elongate lamps.

10. The backlight unit according to claim 2, wherein said optical rod member includes a prism member.

11. The backlight unit according to claim 1, wherein a pair of optical dispersion sheet are disposed to sandwich therebetween said elongate lamp and said optical member.

12. A backlight unit comprising:

an optical diffusion plate;

at least one elongate lamp disposed at a rear side of said optical diffusion plate; and

5        an rod member extending parallel to said elongate elongate lamp and made of a conductive material.

13. The backlight unit according to claim 12, wherein said rod member is electrically grounded.

14. The backlight unit according to claim 12, wherein said rod member is electrically connected to one of terminals of said elongate elongate lamp.

15. The backlight unit according to claim 12, wherein a pair of said optical dispersion sheets sandwich therebetween said elongate lamp and said rod member.

16. A liquid crystal display device comprising the backlight unit according to claim 1.

17. A liquid crystal display device comprising the backlight unit according to claim 12.